

Student Conference 2016

Service Learning Project Conducted By:
IUS School of Business, Urban Economics
(ECON-E323)
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The Economic Impact of The Ohio River Greenway: Visitor Spending

www.ohiorivergreenway.org



Recreation and the Environment





New Albany Riverfront Amphitheater



Big Four Station

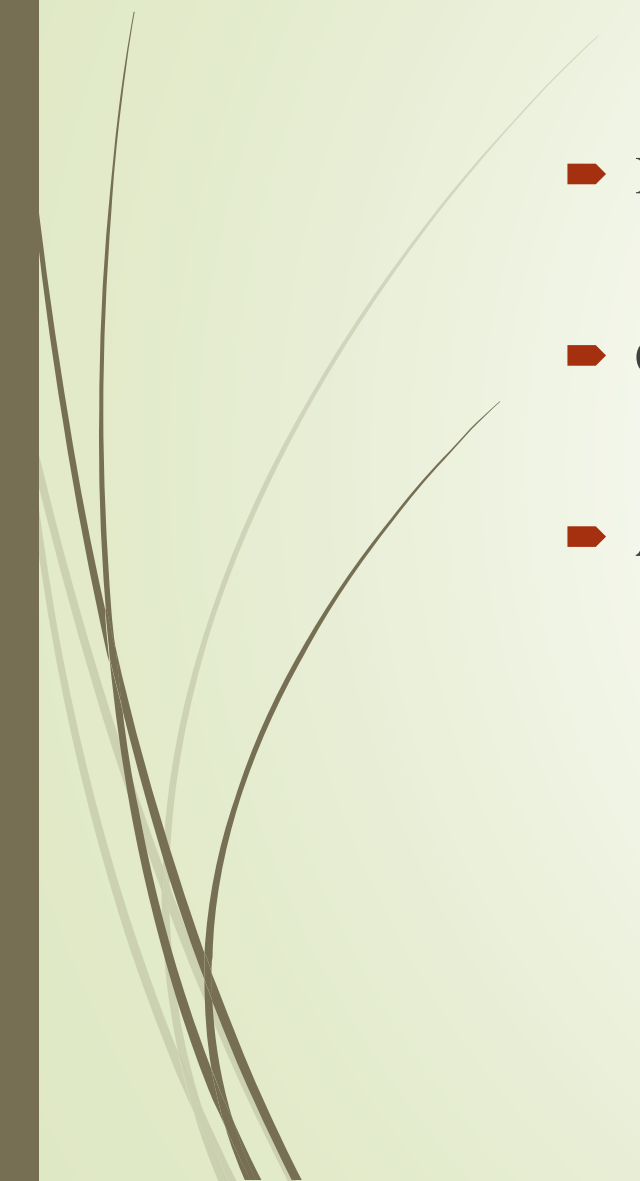
Economic Growth Lies in the City's Ability To:

Attract new families; businesses; tourism; and spending into the local market.





Student Research Methodology:

- Human subject research approval with IRB
 - Creation of On-site Intercept Survey
 - Acquire spending figures from visitors to The Ohio River Greenway
 - Local vs. non-local
 - Where they were spending their money
 - How much they spent
- 



Service Learning Project: Goals

➤ Questions:

- Do you live or work in a county that is close to or part of the Greenway?
- If you had not visited the Ohio River Greenway, then where would you have gone today?
- Did you spend or do you plan to spend any money on the following activities due to your trip, including anything purchased beforehand for use on the Greenway TODAY?
- Do you plan to return to the Ohio River Greenway?
- On a scale of 1 to 10, how likely are you to recommend the Ohio River Greenway to a visiting friend or family member?

➤ Purpose of questions:

- Quantify component of overall economic impact of the Greenway on local community
- **How likely they are to return**
- To judge visitors' overall satisfaction with their visit



Keys to Assess the Economic Impact of the Local Community

➤ Defining the Local Area

- Clarksville, Jeffersonville, and New Albany
- Zip Codes: 47129, 47130, 47150 respectively

➤ Differentiating Spending

- “New” Spending: visitors residing outside defined local area
- “Unique” Spending: visitors residing within the defined local area that would
 - A) Have chosen not to spend anything in the local community (stayed home for example)
 - B) Have gone somewhere outside the defined local area instead of to The Ohio River Greenway on that day



- On-site Intercept Survey:
 - Administered over a 4-week period between mid-March and mid-April
- Survey Sites included:
 - Big Four Bridge (photo above)
 - New Albany Amphitheater (photo below)



Summary of Visitor Spending: Data Results

- 42% of all *local* visitors spent money
- 48% of all *non-local* visitors spent money
- Average Spending by:
 - *Local* visitors: **\$7.18**
 - *Non-local* visitors: **\$14.83**
 - *All* visitors: **\$11.61**

Average Spending Breakdown					
	# of visitors	# of spenders	Spending by Visitors	Average Spending by Spenders	Average Spending per Visitor
Local	61	26	\$ 438.00	\$ 16.85	\$ 7.18
Non-Local	90	43	\$1,334.50	\$ 31.03	\$ 14.83
Total	157	71	\$1,823.50	\$ 25.68	\$ 11.61

Unique Spending: Data Results

- Second survey point: “If you had not visited the Ohio River Greenway, then where would you have gone today?”
- New unique spending value: \$924.50
 - 51% total potential loss of spending
- 66% of all visitors would not have spent money if not for the Greenway
 - 26% would have visited Louisville
 - 30% would have done nothing
 - 10% would have done other

Activities Visitors Would Have Done Instead of the Greenway		
Response	Number	%
Louisville	39	26%
Local Alternative	52	34%
Nothing	45	30%
Other	16	10%

Total Economic Impact: Extrapolations

How often are people likely to return?

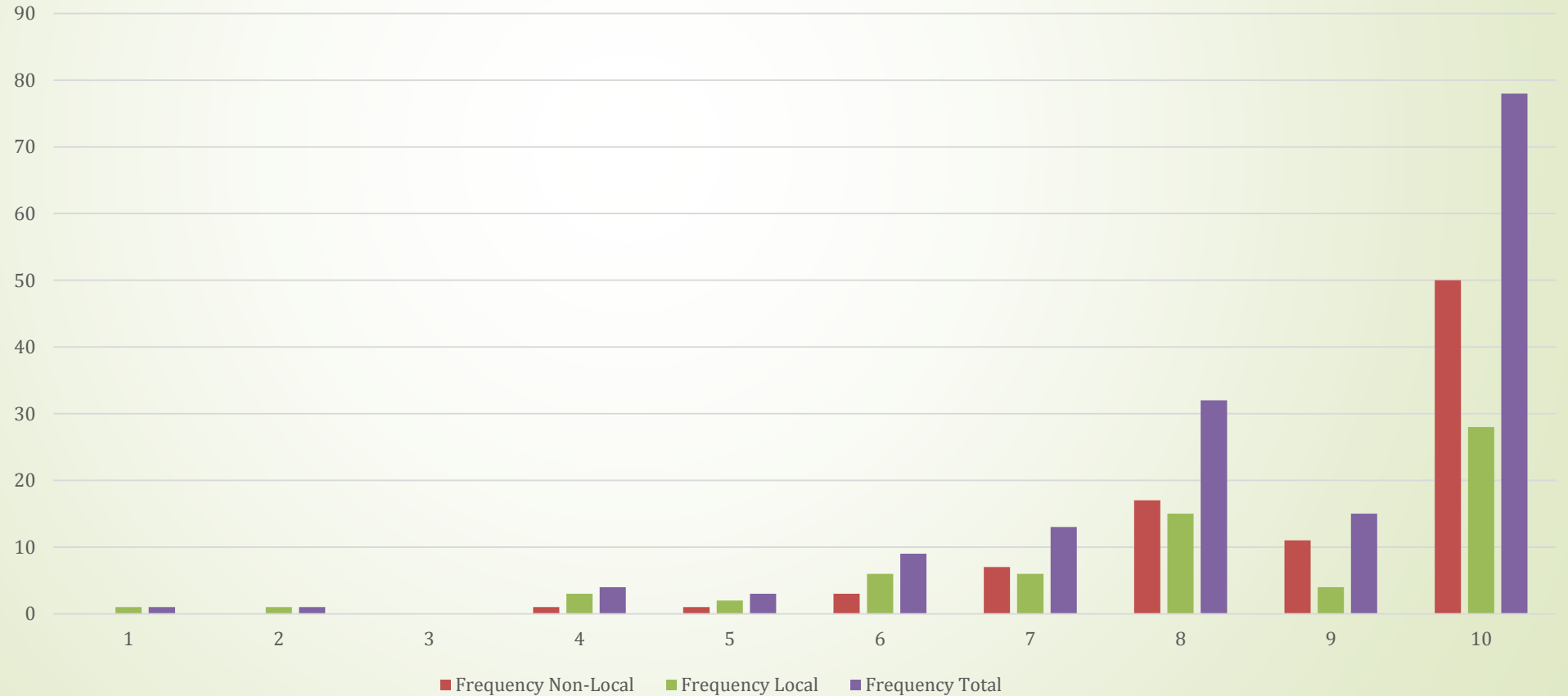
Average Return trips per:			
	Week	Month	Year
Locals	2.19	2.00	5.00
Non-Locals	2.45	2.19	2.55

➤ Data and Results:

- Average 3 return visitors per year
- 157 total visitors
- 471 future return trips

Visitor Satisfaction: 8.65

How Likely Visitors are to Return to the Ohio River Greenway





Conclusions:

Reported to the Ohio River Greenway Commission

- Spending by *non-local* visitors: \$1,385.50
- New and Unique Spending by *local* visitors: \$107.00
- Total economic impact of 157 visitors: \$1,492.50
- Economic impact per visitor: \$9.50
- Please visit www.ohiorivergreenway.org
 - Executive Summary of the 2015 IUS Study on the Economic Impact of the Greenway

Friends of the Ohio River Greenway

Contact Information



➤ A Call to Action:

➤ Donate/Contribute; Provide Support and Feedback; Visit the Greenway

➤ Address:

➤ 315 Southern Indiana Avenue, Jeffersonville, IN 47130

➤ Phone and Email:

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